Application No. 09/808,118 Amendment due February 22, 2006

Reply to Office Action of November 22, 2005

Page 2 of 9

Docket No.: 3626-0178P

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A dynamic price changing web marketing system, which

comprises:

a commodity database for storing at least one commodity datum;

a commodity data providing module for providing the commodity datum in a specific

format to a consumer; and

a trade processing module for receiving the user's consumer's order for purchasing the

commodity,

wherein the system further comprises a dynamic price changing module for gradually

lowering the commodity price starting from an initialization time; the commodity data providing

module immediately provides the lowered price to the consumer; and the trade processing

module receives the user's consumer's purchase order when the commodity price lowers to a

specific value.

2. (Original) The system of claim 1, wherein the dynamic price changing module

further provides a price lowering period so that the commodity price goes back to its original

price after the price lowering period.

3. (Original) The system of claim 1, wherein the dynamic price changing module

further provides a limited quantity for the commodity so that the commodity price goes back to

its original price when the limited quantity of commodities are sold out.

Application No. 09/808,118 Amendment due February 22, 2006

Reply to Office Action of November 22, 2005

Page 3 of 9

Docket No.: 3626-0178P

4. (Original) The system of claim 1, wherein the specific format refers to the web page

format edited in hypertext markup language (HTML).

5. (Currently Amended) The system of claim 1, wherein the commodity data providing

module provides the commodity data to the consumer through the Internet; and the trade

processing module receives the user's consumer's purchase order sent by the consumer via the

Internet.

6. (Currently Amended) A dynamic price changing web marketing method, which

comprises the steps of:

reading in a commodity datum from a commodity database;

providing the commodity datum in a specific format from a commodity data providing

module to a consumer; and

receiving the consumer's order for purchasing the commodity using a trade processing

module;

wherein when the commodity data providing module provides the commodity datum to the

consumer, a dynamic price changing module gradually lowers the commodity price starting from

an initial price beginning from an initialization time; the commodity data providing module

immediately provides the lowered price to the consumer; and the trade processing module

receives the user's consumer's purchase order when the commodity price lowers to a specific

value.

Application No. 09/808,118 Docket No.: 3626-0178P Amendment due February 22, 2006

Reply to Office Action of November 22, 2005

Page 4 of 9

7. (Original) The method of claim 6 further comprising the step of providing a price

lowering period by the dynamic price changing module so that the commodity price goes back to

its original price after the price lowering period.

8. (Original) The method of claim 6 further comprising the step of providing a limited

quantity for the commodity by the dynamic price changing module so that the commodity price

goes back to its original price when the limited quantity of commodities are sold out.

9. (Original) The method of claim 6, wherein the specific format refers to the web page

format edited in hypertext markup language (HTML).

10. (Currently Amended) The method of claim 6, wherein the commodity data providing

module provides the commodity data to the consumer through the Internet; and the trade

processing module receives the user's consumer's purchase order sent by the consumer via the

Internet.